

**Claims:**

The embodiments of the invention in which an exclusive property or privilege is claimed are therefore defined as follows:

1. A product made by the process of:
  - (a) establishing a product personality for a product;
  - (b) correlating the product personality with a visual characteristic; and
  - (c) designing the product based on the correlation.
2. The product of claim 1, wherein the step of establishing the product personality further includes the step of establishing at least one personality characteristic of the product.
3. The product of claim 2, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personality characteristic.
4. The product of claim 3, wherein the step of establishing the product personality further includes the step of creating a perceptual map.
5. The product of claim 1, wherein the step of establishing the product personality further includes the step of creating a perceptual map.
6. The product of claim 5, wherein the step of creating a perceptual map further includes the step of creating a map with a plurality of axes that are exclusive and differentiated.

7. The product of claim 1, wherein the step of correlating the product personality with a visual characteristic further includes the step of selecting a configuration for at least a component of the product.
8. The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a texture of at least a component of the product.
9. The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting an architecture of at least a component of the product.
10. The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a brand identifier of the product.
11. The product of claim 10, wherein the brand identifier comprises a logo.
12. The product of claim 10, wherein the step of selecting a brand identifier further comprises the step of establishing at least one personality characteristic of the product.
13. The product of claim 12, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personal characteristic.

14. The product of claim 13, wherein the step of correlating the product personality with the visual characteristic further includes the step of correlating the product personality with a perceptual map.

15. The product of claim 1, wherein the step of designing a product based on the correlation further comprises the step of selecting a brand to create a brand identifier.

16. The product of claim 15, wherein the step of selecting a brand to create a brand identifier further includes the step of correlating the brand identifier with a predetermined appearance of at least a component of the product.

17. A method of creating an aesthetically pleasing product, comprising the steps of:

- (a) establishing desired brand personalities for a product line;
- (b) mapping customer perceptions of the brand personalities;
- (c) correlating visual characteristics of the brand personalities to a desired brand;
- (d) determining visual characteristics of the desired brand; and
- (e) designing a product appearance in response to the visual characteristics of the desired

brand.

18. A method of creating brand equity in a product line, comprising the steps of:

- (a) assigning desired personality adjectives to a current brand;

(b) associating a plurality of images and a plurality of dominant personality traits to generate an association between the plurality of images with the plurality dominant personality  
5 traits;

(c) correlating the association of the images and traits with the adjectives to generate an image adjective profile;

(d) creating a brand visual characteristic by plotting the association on a perceptual map;  
and

10 (e) abstracting a design from the plot and the image adjective profile to create a brand visual identifier.

19. A series of appliances, comprising:

a first appliance having an appearance with a visual characteristic correlated to a predetermined product personality; and

5 a second, different appliance having an appearance with a similar visual characteristic correlated to the product personality.

20. The series of appliances of claim 19, wherein the appliances include at least one of a washer, dryer, refrigerator, freezer, oven, stove, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven.

21. The series of appliances of claim 19, wherein the similar visual characteristic includes at least one of a panel, frame, top, bottom, rollers, stand, contour, dispenser, plating, pan, icon,

graphic, color, texture, display, LED display, lever, tray, shelf, bar, lighting, switch, door, handle, knob, button, dial, siding, backing, interior, façade, and shape.

22. The series of appliances of claim 21, wherein the appliances include at least one of a washer, dryer, refrigerator, freezer, oven, stove, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven.

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